

THE ALLIANCE HERALD

LOYD C. THOMAS, Business Manager
JOHN W. THOMAS, Editor
C. E. MAYNARD, City Editor
E. CATHERINE MOORE, Editor Social Department

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The Tendency of Every Man Is to Live up to His Name

By J. R. HAMILTON
Former Advertising Manager of Wanamaker's, Philadelphia

Wherever you find a good name you will find some man trying to live up to it. Character follows reputation far more quickly than reputation follows character. No one ever lost his good name except through folly.

What the world thinks of a man is the very best moral tonic that is sold under the label of philosophy.

And it is the same with merchandise as it is with men. The nameless thing is dreaded everywhere, while the thing with a good name is usually good because you expect it to be.

Men grow proud of their products. You will find a manufacturer saying, "This shoe has got to be good because it bears my name." You will find a canner saying, "I cannot use lye any more than I can tell a lie." You will find a clothing manufacturer saying, "If I am 'all wool,' my clothing must also be all wool."

And so it goes with every single product that carries a brand or a name. Whenever a man sets a standard, he strives to live up to it; and whenever the world sets that standard, he doubles the effort.

Which simply means, if you want the best, you must ask for the best. And every time you ask, you make it better.

There is hardly one of you readers who does not know the name of every good product on the market. From clothing to sugar and from hosiery to baking powder some good name is indelibly fixed in your mind, yet, when you ask for an article, most of the time you do not use that name.

And every time you fail to do so, you discourage the maker, you lower the standard for yourself and you allow some inferior thing to gain in strength and capacity.

Let this go home in your mind: You set the standard of merchandise. The maker follows your ideals. Adulterations creep in through your laxity. Whenever you ask for any old thing, you get it.

While you are reading the advertising news in this paper today, make up your mind to ask only for what you know to be good; to learn what is best and demand it and to have no parley with the nameless things of trade.

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BOX BUTTE IS THE BANNER COUNTY

On February 3rd The Alliance Herald published the editorial "Box Butte the Banner County." Over twenty thousand copies of this editorial have been printed in circular form for real estate dealers and others interested in having the public know the facts about this banner county since the publication. Six hundred copies of that edition were distributed by the Agricultural Extension service of the state university at Lincoln. The demand from subscribers and others for extra copies of this issue of The Herald has been so great that our supply of extra copies has been entirely exhausted and we are, in response to many requests, reprinting the editorial herewith:

Another Nebraska county bears the name of Banner, but in several respects Box Butte is the banner county of this great state. Bulletin No. 166 of the Nebraska State Board of Agriculture, issued January 15, 1916, contains information regarding the crop yield of Nebraska counties for last year that is, no doubt, approximately correct.

According to above mentioned bulletin, only one county in the state exceeded Box Butte in the average yield per acre of oats in 1915. That was Dawes county, with an average of 59.5 bushels, to Box Butte's average of 56.2. Saunders county came in third with 55.3. The average for the state was 34.7 bushels per acre.

Forty-six of Nebraska's ninety-two counties are credited with a larger yield per acre on corn; forty-one are reported lower, and four others reported the same as Box Butte, 30 bushels per acre, which is 2.6 bushels below the average for the state. Not so bad on corn, for a county that is not in the "corn belt."

With an average of 26.2 bushels per acre, Box Butte stands above eighty-six other counties on winter wheat, and well above the average for the state, which is 19.7 bushels.

Western Nebraska has eastern Nebraska "skinned forty ways" in yield of spring wheat, and Box Butte is the banner county of the whole state, with an average of 25.5 bushels. Cheyenne county is second with 24.2, and Dawes third with 23.8. The average for the state is 18.2.

On rye Box Butte's average of 25.8 bushels was more than fifty per cent above the average for the state, 16.3 bushels, and was exceeded by only three other counties, Washington with 31.5, Colfax 27.6, and Seward 26.8.

Box Butte's average yield of barley is 40 bushels, which is 10.9 above the average for the state of 29.1 bushels. Three other counties, Dawes, Deuel and Pawnee, had the same average, and only one, Scotts Bluff, exceeded it, having an average of 51.4 bushels.

On alfalfa Box Butte is a little under the average yield for the state, but at the state fair took first prize on quality for the western section, the state being divided into three sections for the exhibition of agricultural products, eastern, middle and western. The past year was a good one for alfalfa tonnage in eastern Nebraska, which beat western Nebraska a little on amount, but could not equal in quality.

But it's in potatoes where Box Butte shines brightest of all the ninety-two Nebraska counties—not only in the 1915 crop, but every year. And we want to say a little something about spuds that read-

ers of this paper should remember. One other county reports more bushels, but for all that this is the banner potato county, as we will quickly show you. Last year 737,550 bushels were grown in this county; pretty good, don't you think, for a sparsely settled county in which less than sixteen per cent of the land is under cultivation? One other county, Cherry, had a larger number of bushels, 1,015,893; but Cherry county is nearly six times as large as Box Butte, so that in proportion to size Box Butte grew more than four times as many as Cherry. In proportion to size, Box Butte had from two to forty times as many potatoes as the other counties of the state. The average yield per acre for Box Butte county was 137.5 bushels; for the state, 107.6 bushels."

WANTS MR. BRYAN'S NUMBER

Some funny things pass thru the United States mails, and once in a while one of these funny things finds its way into print. Below is one of them. A Mr. Stec, who seems to have been a citizen of Columbus, Nebraska, at one time, but now a resident of the "Oriole State," wrote to a state officer at Lincoln to secure the "very correct address" of William J. Bryan.

Just how Mr. Stec, a one time resident of this state, became confused regarding the address of so prominent a citizen as Mr. Bryan, he does not state in the letter, but possibly it was by reading a recent number of Richard L. Metcalfe's Omaha Nebraskan in which it was stated that Mr. Bryan's stationery gives his address, "Asheville, N. C., for the Summer," "Miami, Florida, for the Winter," and Mr. Metcalfe adds, "Lincoln, Nebraska, for the Primaries."

Anyhow, Mr. Stec's communication was some letter, and interesting as a curiosity. Here it is:

Winthrop, Md., Feb. 20, 1916.—I am in favor of writing to you and in the very same I am glad to inform you of the facts. I am the person of Columbus, Nebraska. I do wish to say to you that you are acknowledged in the constitutional events as a executive of the state of Nebraska.

I furthermore wish to give the attention to you that I desire to get to know for myself from you is hereby what I wish to find out and if you are unable to give to me a correctness then will you please consult the very latest Lincoln directory and see it. I want to know the very correct address of William J. Bryan, The Great Orator of Lincoln, Neb. I wish to get to know his residential no. and also his street no. and name. I shall be very glad to appreciate it highly and greatly. A many thanks to you for the same. Yours sincerely,

M. R. STEC,
Rifle Range, Winthrop, Md.

BIG MONEY RAISING SEED

There is now big money raising sweet clover seed for the market, and if the plant proves to be the success that is claimed for it as a forage for the ranch country between the Missouri river and the Rocky Mountains, the growing of sweet clover for seed will continue to be a profitable industry for many years to come. It depends upon whether sweet clover proves to be a profitable crop to grow generally for feed.

Alfalfa is an illustration of the constant demand there is for seed of a profitable forage plant. Many grasses have been introduced in Nebraska for which great claims were made, only to play out within a few years, with the result that there was no further demand for the seed; not so with alfalfa. We remember when alfalfa sold for nine to fifteen cents per pound (\$5.40 to \$9 per bushel), and growers of it who had land adapted to seed alfalfa made big money growing it; but they did not expect that the strong demand and consequent high price would continue many years. Now, however, some twelve or fifteen years later, the demand for alfalfa seed is greater than ever, with good, clean seed selling readily at twelve dollars per bushel.

The following item is taken from a recent issue of The Stock Yards Nugget, published at Kansas City. It will be observed that the price paid for the sweet clover seed by the wagon load, twenty dollars per bushel, is thirty-three and a third cents per pound:

The most valuable load of farm produce ever hauled into this city was brought in by Frank Holmes when he drove to town with 4,310 lbs. of clover seed. After dockage, the load measured out 70 bushels which sold at \$20 a bushel, making the total value \$1,400. The sweet clover seed was raised on the Freeove-Carter farm on the Brule reservation bordering on the Missouri river.

A BELL ON A RAT

We have heard the story many times of the council of rats, at which it was decided, for the safety of the rodents, to put a bell on the family cat, but here is a true story of belling a rat:

At Canton, Illinois, recently it was decided to establish physical connection between the lines of two telephone companies. In order to do so, it was necessary to run the line thru a conduit 434 feet long, but of small diameter. A rat with a silk fishline tied to its tail was started thru the small passage. A ferret, started after it to make it go all the way thru, was too ambitious and caught the rat.

THE HERALD WANT AD DEPARTMENT

RATES:—The charge for both regular and special editions is 1c per word per insertion, six words to the line.

Advertisers so desiring may have answers to their advertisement addressed to a box number, care of The Herald.

Advertisements charged to patrons having accounts are measured by the line, not by the word.

N. B.—The Herald cannot be responsible for more than one wrong insertion due to typographical error. No claim for error can be allowed after the 10th of the following month. Any advertisement inserted to run until forbidden must be stopped by written order.

WANTED—AGENTS

WANTED—One of the large magazine publishing houses desires to employ an active man or woman in this community to handle a special plan which has proven unusually profitable. Good opening for right party. Address with two references, Publisher, Box 155, Times Sq. Sta., New York City.
12-2t-6630

WANTED—Young men from eighteen to twenty years of age wanted to solicit business for a local company with a proposition that will make good money. Address Box 6620, care Alliance Herald, giving full particulars.
12-tf-6620

WANTED

WANTED—Good second-hand roll top desk for store use. Inquire of B. E. Johnson, Hemingford.
12-2-6639

WANTED—Every reader of The Herald to form the habit of reading all the ads. It's a "Mutual Benefit" proposition.

These little ads

Are Genuine Business Getters

They are at your service. Use them.

They reach more homes than any similar department printed in Western Nebraska.

May be an opportunity among these ads for you today. Read and see. Might be money in your pocket to place an ad in next issue.

Use Your Phone—Call 340

Only 5c per line

—Count 6 words to the line

HOME WANTED for three children, two boys and one girl, ages from three to six years. Prefer home with elderly couple without children. Will pay reasonable for same. Might consider woman to keep house. Address with full particulars, Box 6633, Alliance Herald.
12-tf-6633

FOR SALE

FOR SALE—Good, paying butcher shop. Good location and steady business at good prices. Address Box 6406, care Alliance Herald.
9-tf-6406

FIVE ROOM HOUSE FOR SALE—Good location. Electric lights and city water. Price reasonable. Phone 643.
12-tf-643

Want Something?

Advertise for it in these columns

A number of other rats were tried, but the managers were unable to judge properly the speed of the rats and the ferret that would follow. Finally a tiny bell was tied on a rat and this proved successful. The fishline was dragged thru by the rat, and then the men in charge drew thru a fine copper wire to which it was attached.

KEEP OFF MUNITIONS-LOADED SHIPS

The question of warning American citizens to keep off the ships of the belligerent nations, or compelling them to do so, is an important issue before the United States congress just now. We are greatly pleased to see the solid Nebraska delegation, regardless of party affiliation, lining up in favor of what we believe to be the right and sensible side of this matter.

Why should the peace of this nation be endangered by a few foolhardy citizens doing a thing that there is no need of doing? Is plunging into war such a small matter that a few persons may be permitted to pursue a course that may unnecessarily bring it on?

Regardless of their party name and by whom elected, or whether we endorse their stand on all or any other matters, we wish to commend Senators Hitchcock and Norris and Congressmen Reavis, Lobeck, Stephens, Sloan, Shallenberger and Kinkaid for the position they take, in general, on this important and critical issue.

A poll of the Nebraska delegation, made last Saturday and published in The Sunday State Journal, gives the views of the two Nebraska senators and six congressmen, as follows:

Washington, Feb. 26.—The fact that every member of congress from Nebraska is against the president's position in the armed ship controversy between the executive and congress was revealed by a poll of the Nebraska delegation taken today. The delegation was almost practically a unit, without regard to party lines on the proposition of preventing Americans from traveling on the ships of belligerent nations, as revealed in brief statement on their positions, though with slight differences in their treatment of the question.

Senator Norris said: "While I believe under international law it is clearly the right of belligerent vessels to arm themselves for defensive purposes, and I know it is the acknowledged law and have no purpose to seek to change it, still I feel strongly that we have the independent right to control the travel of passengers on foreign vessels carrying arms or used in the transportation of munitions."

The senator said he would vote for a law that would prohibit any belligerent ship clearing an American port if it carried passengers and was armed, and would apply that law to ships carrying munitions, and added: "To say what foreign ships shall carry in the way of armament is one thing; it is another, and distinctly our business, to say what Americans shall do who seek passage on such vessels."

Senator Hitchcock flatly declared that Americans should be warned not to take passage on the armed ships of belligerent nations.

"This warning should be given without regard to the question whether or not we propose to insist that passenger vessels may be armed and still have the right of unarmed vessels," said the senator. "The warning should be given so as to save American lives and avoid dangerous controversies."

The senator thinks that if congress acts it should do so in such a way not to embarrass or discredit the president.

Each of three republican members of the house made brief statements upon the proposition. Declaring that he believed the president was wrong in his position, Representative Reavis said that he favored refusing clearance to the armed merchant vessels of belligerent nations carrying American passengers. "Sovereignty under our constitution is placed in congress."

Mr. Sloan said: "Under conditions as they seem to present themselves, I should favor a proclamation of warning. Sovereignty in this country is in congress and not in the executive, and congress should exercise its control under these conditions which lead to or prevent war."

Mr. Kinkaid declared that he had favored warning Americans to keep out of the danger zone ever since the Lusitania accident, and that he would now vote, if opportunity were given, for a warning proclamation.

"I believe in warning Americans off of belligerent ships," said Mr. Shallenberger. He added that the only thing we should go to war about was the loss of any right so great that its loss would be greater than that of war itself.

In declaring that he favored warning Americans to keep out of the danger zone, Dan V. Stephens called attention to measures for this purpose he proposed weeks ago, to which he said little attention had been paid until now. "To claim that American citizens should demand the right at the price of war to ride on armed belligerent vessels is indefensible," said Mr. Stephens. "This government cannot afford to place itself in a position that cannot be defended by enforcing an obsolete law to destroy pirates."

Representative Lobeck questioned the right of Americans to jeopardize their country by insisting on going into the danger zone, and favors warning them to keep off armed belligerent ships. "They ought not to be allowed to put the American people to any risk by such an act," he said.

particulars, Box 6645, care Alliance Herald.
12-tf-6645

MONEY TO LOAN on real estate. Apply to H. M. Bullock, Room 4, Reddish Block, Alliance.
6-tf-6307

RECORD FOR TRAINMEN

Railroad men can secure a very useful book at The Herald office. It is a daily time book for trainmen and engineers. The price is reasonable.
6-tf-6728

MOVE FURNITURE SAFELY

We have equipped our dray wagons and auto truck with the latest appliances for moving furniture without marring or scratching or damage. Up-to-date wagon pads will be used by us on all moving jobs.
JOHN R. SNYDER, Phone 15.
37-tf-5950

Office blanks and blank loose-leaf books for sale at The Herald office. Phone 340 and a representative will call.

Buy your receipt books, legal blanks, blank notes, all kinds of blanks at The Herald office. Price reasonable. A big assortment.
Money to loan on real estate.
F. E. REDDISH.

MONEY TO LOAN—On Box Butte county land and ranches in the sand hills. No delay in making the loan; we inspect our lands and furnish the money at once. J. C. McCorkle, McCorkle Building, Alliance, Nebr.
1-tf-6554

MISCELLANEOUS

BUSINESS OPPORTUNITY for man with small amount of capital to get into good, paying business in western Nebraska. Prefer man with some experience in farming. Must be steady and reliable. Address, with

Persistence is the cardinal virtue in advertising; no matter how good advertising may be in other respects, it must be run frequently and constantly to be really successful.